



aladino debert, director's treatment
december sixteenth two thousand sixteen



INTRODUCTION

Die ultimative Fahrmaschine.

Horse power and incredible top speeds... these are noble attributes of many fine vehicles, and something BMW knows quite a bit about. However, the BMW i3 takes its place in the pantheon of *Ultimate Driving Machines* for a unique reason: silent torque and incredible agility.

Torque is fun. Agility is surprising. And this story goes way beyond the Autobahn or the Nürburgring.

We are going to tell *that* story.

After all, the instant and silent torque offered by the BMW i3 gives drivers the type of power that sneaks up and grabs you. So what better way is there to illustrate the hidden superpower of the BMW i3 than to put the car in a surprising location?

Playful with an edge.

Power in silence.

Cutting edge technology unleashed around a historic building.

A BMW racing through a library... we can't wait to get started!

Not many people know this, but electric vehicles first appeared in the mid-19th century. In fact, an EV held the land speed record until about 1900! But at the time, their high cost, low top speed (although great torque, more on that later) and short range, compared to internal combustion engines, led to a worldwide decline or their use. Not only early EV and battery tech was comparably primitive, but also the infrastructure was also not in place to support their widespread use.

In the last decade or so however, interest in electric vehicles has increased due to the growing concern over emissions of gas and diesel engines and their contribution to global warming. This, combined with a culmination of technological advances, have made mass-produced EVs a reality.

But not all EVs are created equal... Long are the days of equating an EV with a golf cart, or something that only some tinkerer on a garage would create as a hobby. No, the big players in the automotive industry have all jumped in due to a variety of factors. Economics, regulations all may play a role, but as I said before, there's one thing that makes EVs a blast to drive: Torque from zero RPM!

Torque is what gives us the *sensation* of acceleration, not maximum horsepower. So torque is what you want, and you want it as quickly delivered as possible. That's what electric motors do best. And battery packs give you another wonderful side-effect, a low center of gravity, which translates into incredible handling.

Combine this with incredible styling and world-class driving dynamics, and you have what it takes to make this EV a winner.



1888 Floken 7 >> 2016 BMW i3





Which brings us back to this new, clever creative.

BMW's have always been about *spirited* driving. More power, more control, and more feeling, in the right hands, of being able to do impossible things. Cundari's past pieces for the automaker have all shown a certain amount of whimsical *impossibility*, but were all grounded in reality. *Wait a minute*, the viewer thinks, *did they really do that?*

When I first read the new brief, I loved the idea of "*Silent Performance*" because it fit so effortlessly with Cundari's past work, and combined it with what makes an electric car unique - speed, quietness - putting it to a use no one would've thought of before. It showcases what's new and what's old, going back to over a hundred and thirty years of technological advances, and blends it into a dynamic, fast-paced and, at times, playful performance piece.

With this spot we are planning on helping you take this concept to the next level. We want to leave the viewers scratching their heads and going frame by frame trying to figure out how we shot the film. I want us to craft a film that is witty, surprising and fresh. From the casting, to the locations, the cinematography and simply *the feel* of the piece, will elevate the brand and the idea of EVs in general.

So once again we have a winning formula here. How do we translate that into a successful film? In order to achieve the utmost realism we think it needs to be a combination of careful planning, real driving, amazing cinematography, a grand old library, actors that can convey the feeling and superbly executed visual effects.



Original Live Plate



Shadow and Reflection Passes



CG BMW i3





STEP 01: PLANNING

Visual effects heavy pieces live or die in the initial planning stages. Many a superbly shot footage has been ruined or left subpar due to the lack of understanding of what can or cannot be achieved realistically in post-production. While it's true that you can almost "fix anything" later, the truth is there are right and wrong ways to go about shooting for VFX.

So we will start by carefully storyboarding the entire piece, and crafting a edit to help us plan our shots, both from a pure performance standpoint and also to make sure we are at all times thinking ahead to our post-process. This will be a collaborative process and will allow us to map the basic structure of the piece together, before anything is shot or generated.

STEP 02: REAL DRIVING AND SUPERB CINEMATOGRAPHY

Say what you will about the latest techniques to generate believable driving dynamics in 3D. Rendering is not the issue here, since we have plenty of experience generating photo-realistic cars, and in fact Digital Domain is a pioneer in this field. But while there's a case to be made about using CGI smartly when no other choice is at hand, in most cases nothing beats the real thing. The fact you can direct performance and have a stunt driver put a car through its paces gives a film a look that in general is difficult to achieve in CGI. It's certainly not impossible, but tricky. Drivers recognize fakery in car dynamics and it would be a disservice to give them anything but the genuine article. Besides, the i3 is RWD and can drift!

So with that in mind we are shooting as much of the car as possible, particularly on the opening shots, and only resort to CGI when either location or other circumstances prevent us from doing so. Depending on the specifics, I'm tempted to also shoot the real car and driver for shots in which we would end up with a CGI car as well. That will allow us to use the driver's instincts as to what the car can or cannot do, and then use it as reference to always maintain the level or dynamic realism this spot requires.

But while we are planning on shooting a real driver in a real car, that is not to say we are against using visual effects. On the contrary, we believe VFX are indispensable tools on a film such as this, but as I mentioned before, they have to be used smartly and strategically.

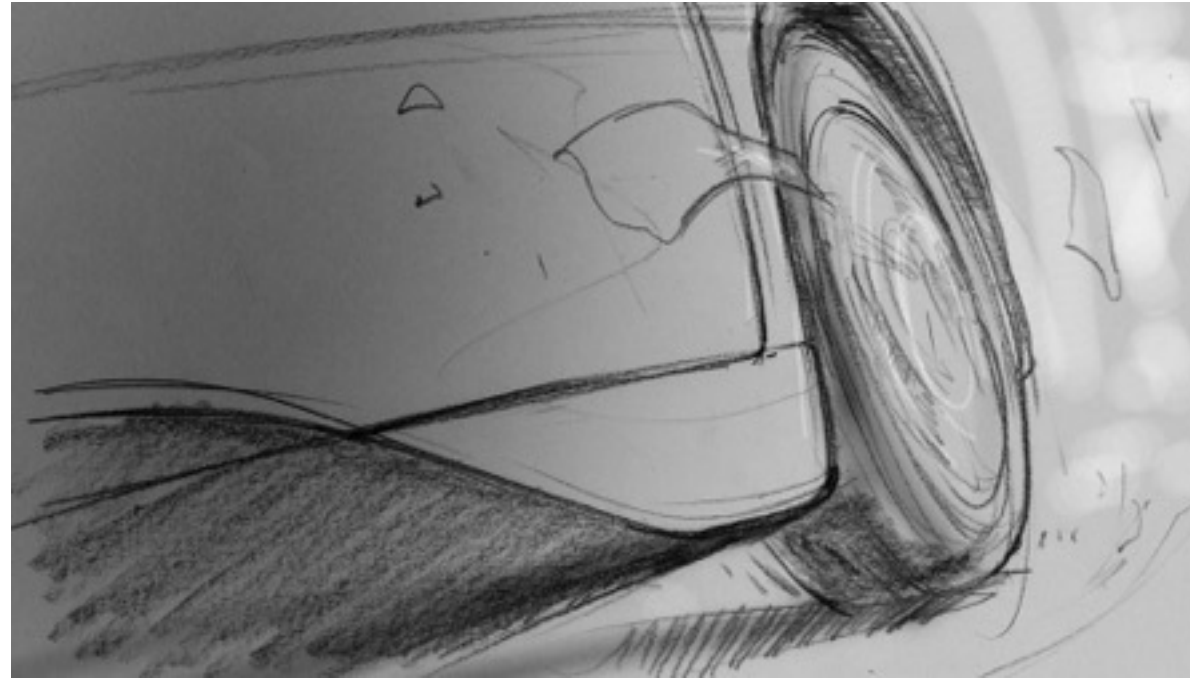
And let's not forget the i3 is a great looking car, with futuristic lines and an interior worthy of a high end Scandinavian furniture store. We will partner with a world-class car DoP with an eye for making the steel feel luscious. At the same time we are looking for dynamic shots that showcase how powerful and raw the experience can be, so a background of fast and energetic filmmaking is something I will be after. We will carefully follow our storyboards, while being open to surprises, and capture every needed shot and more.

By combining a great car, a superb precision driver, an Old World library in Budapest (more about location later), and having a great cast, we will be able to achieve a surprising piece deserving of BMW and Cundari's forward-looking creative.



INITIAL STORYBOARDS

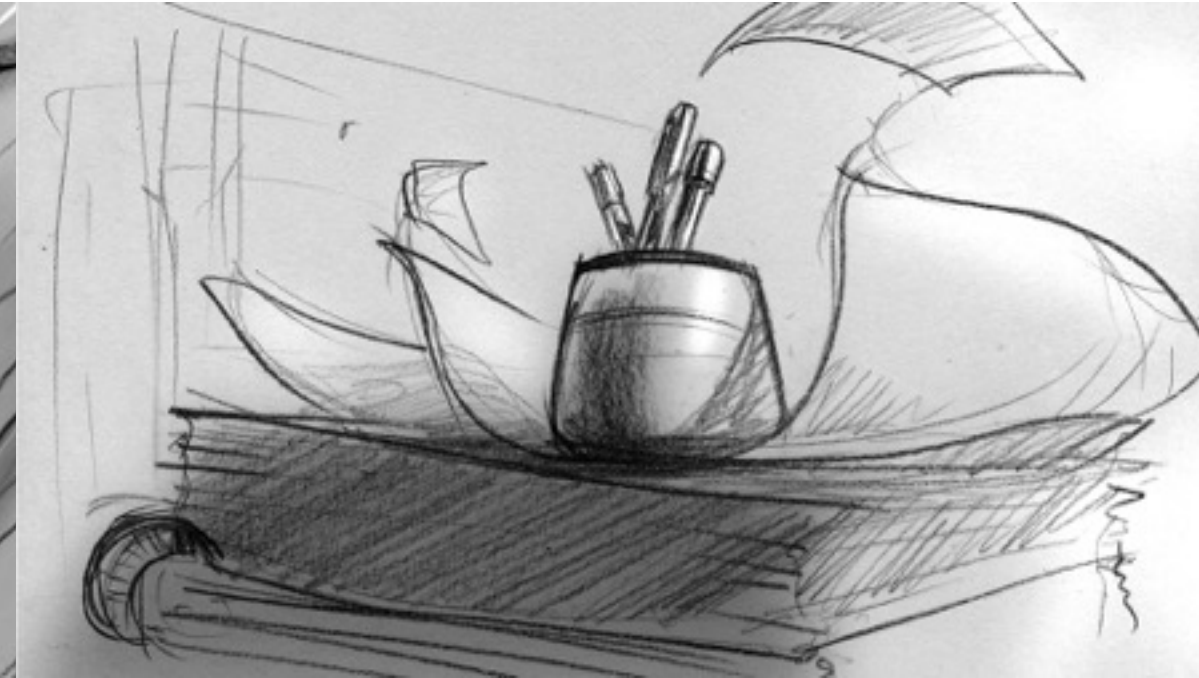
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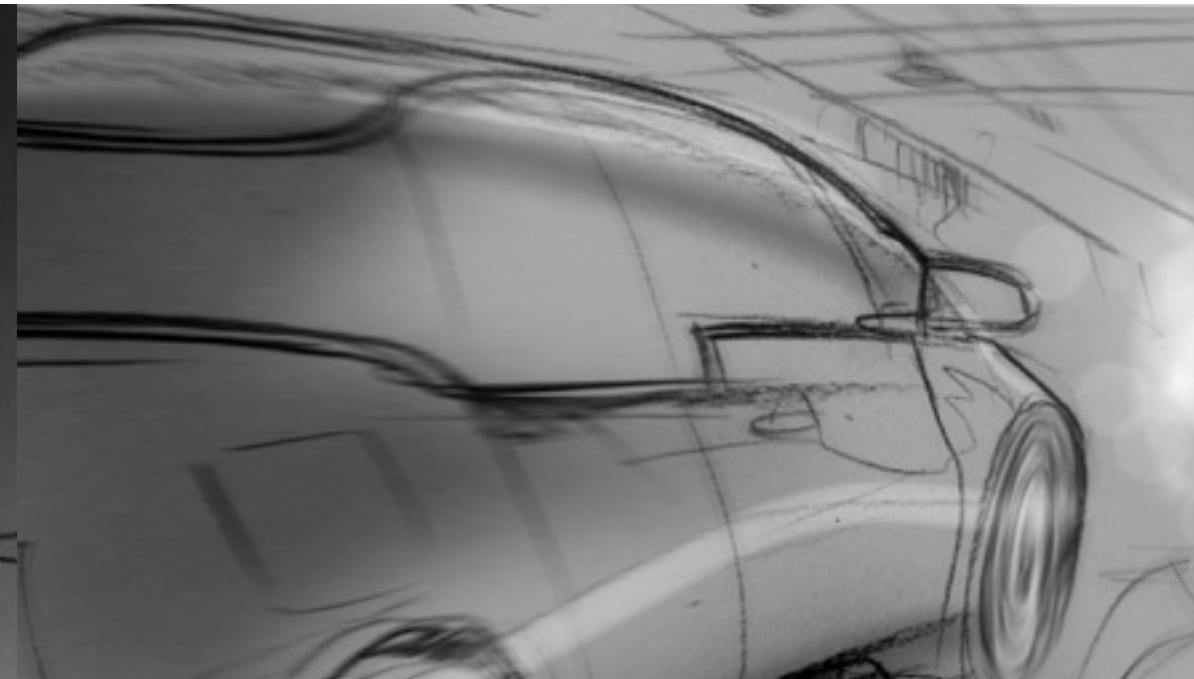
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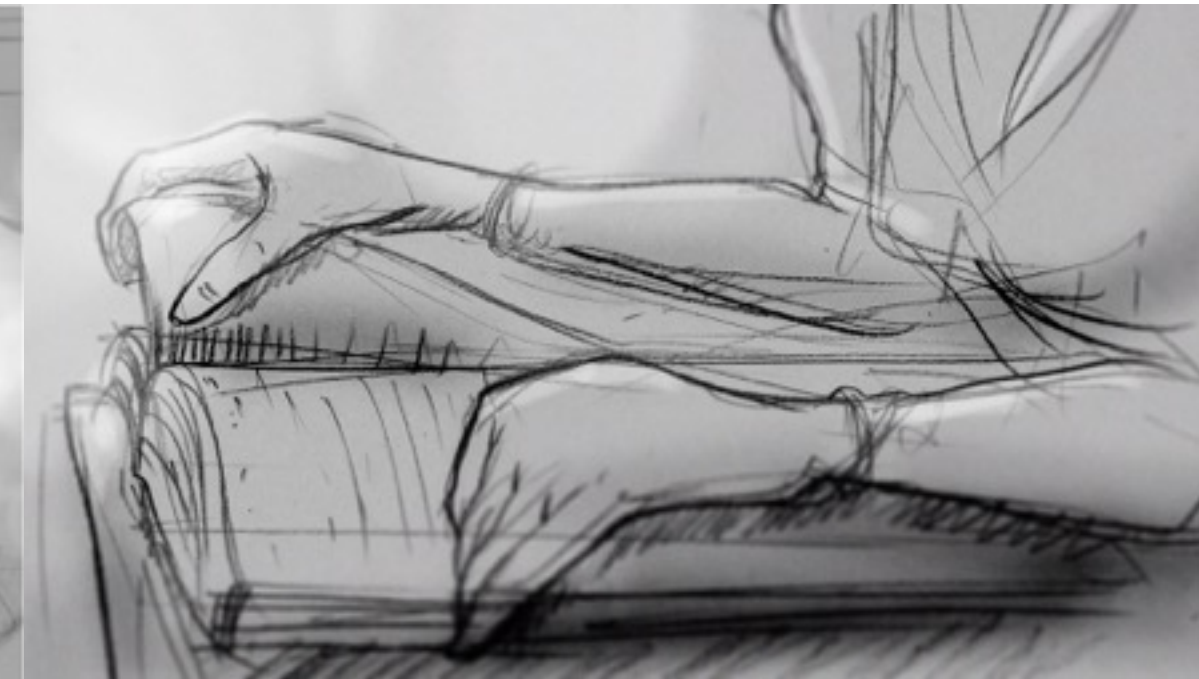
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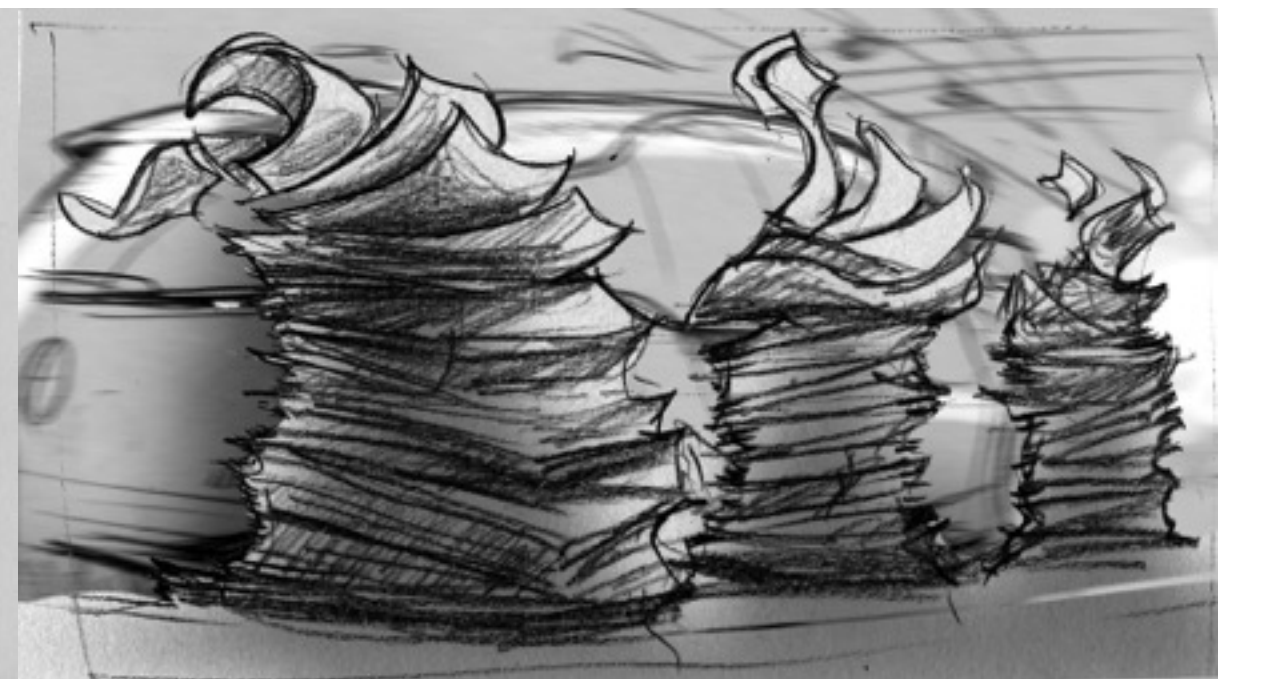
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INITIAL STORYBOARDS

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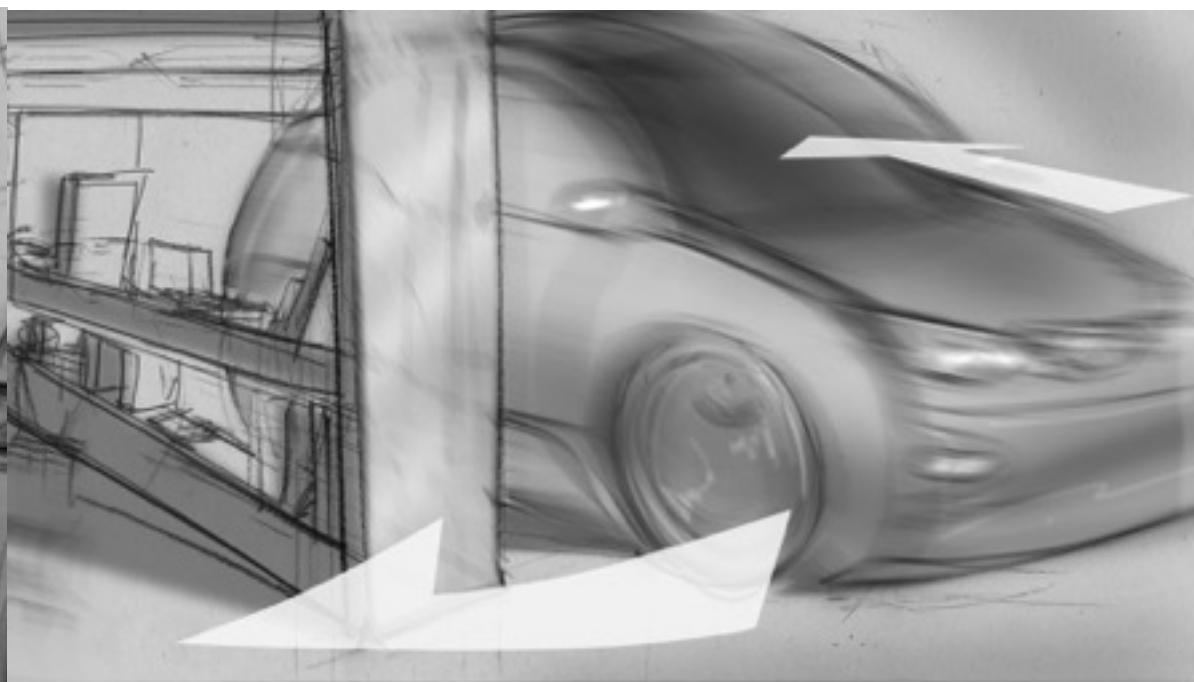
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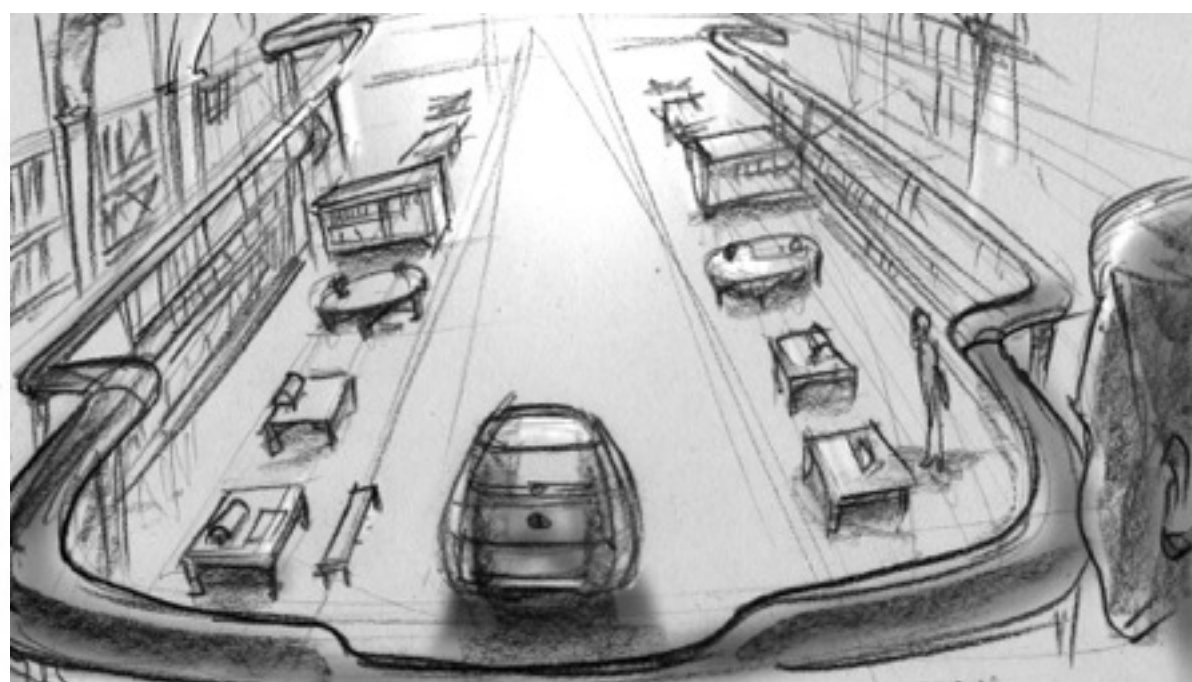
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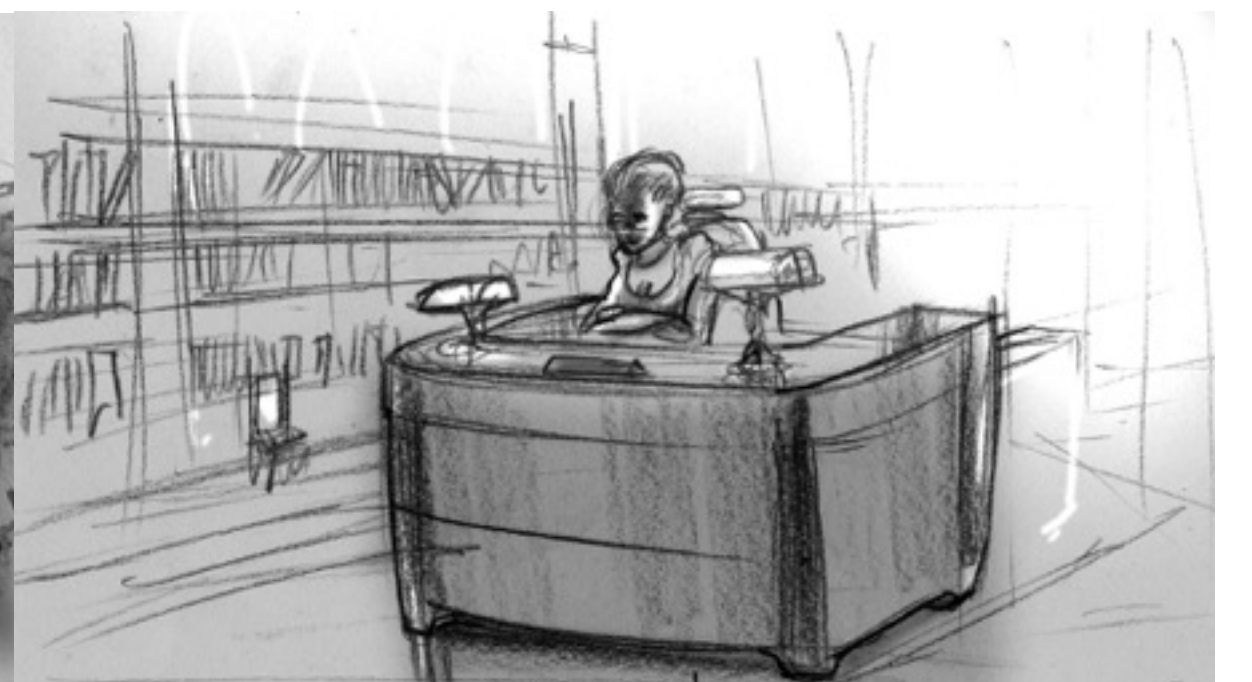
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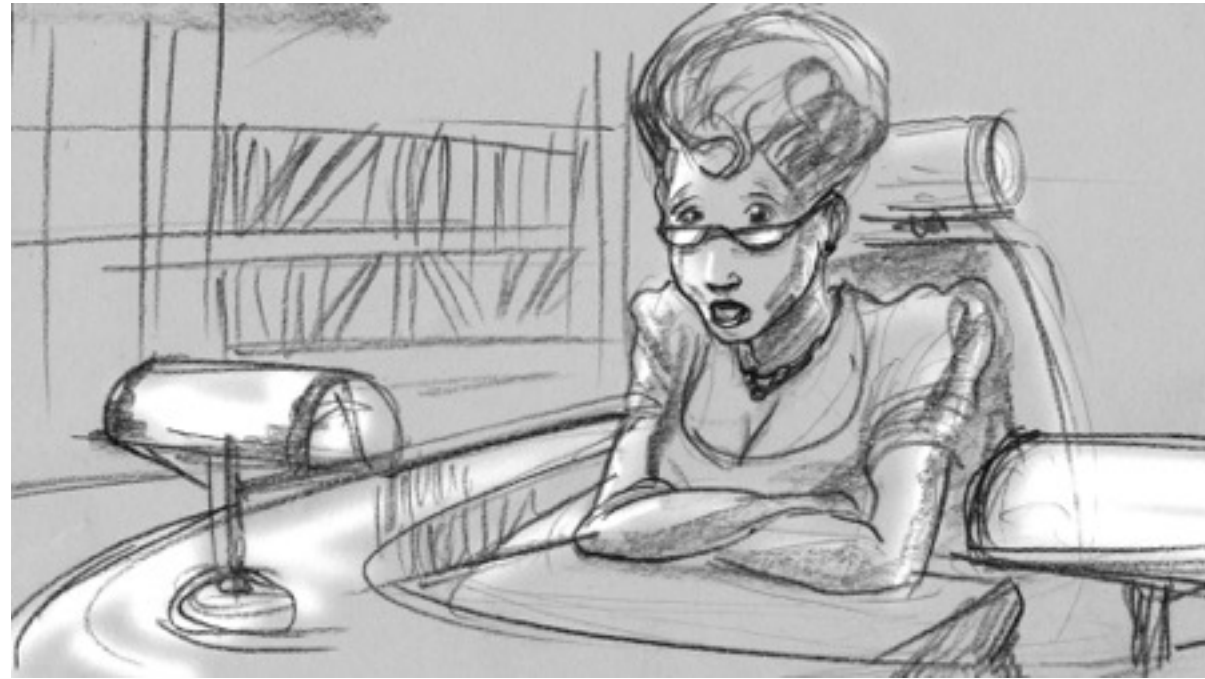


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INITIAL STORYBOARDS

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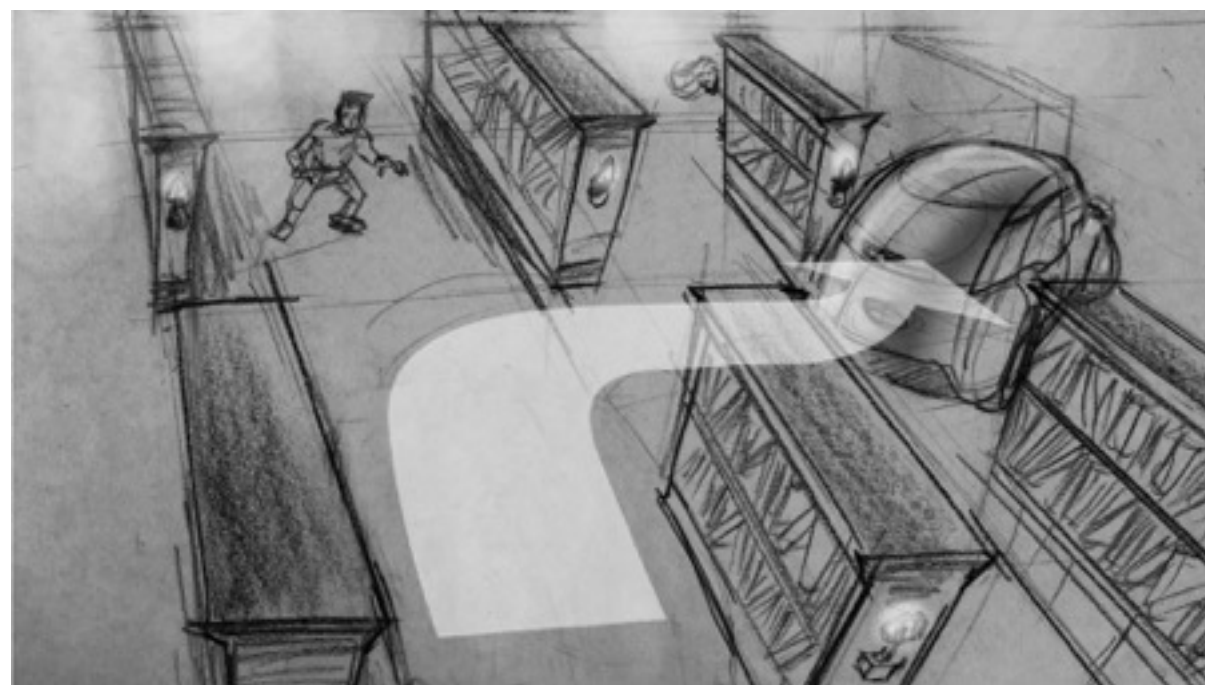
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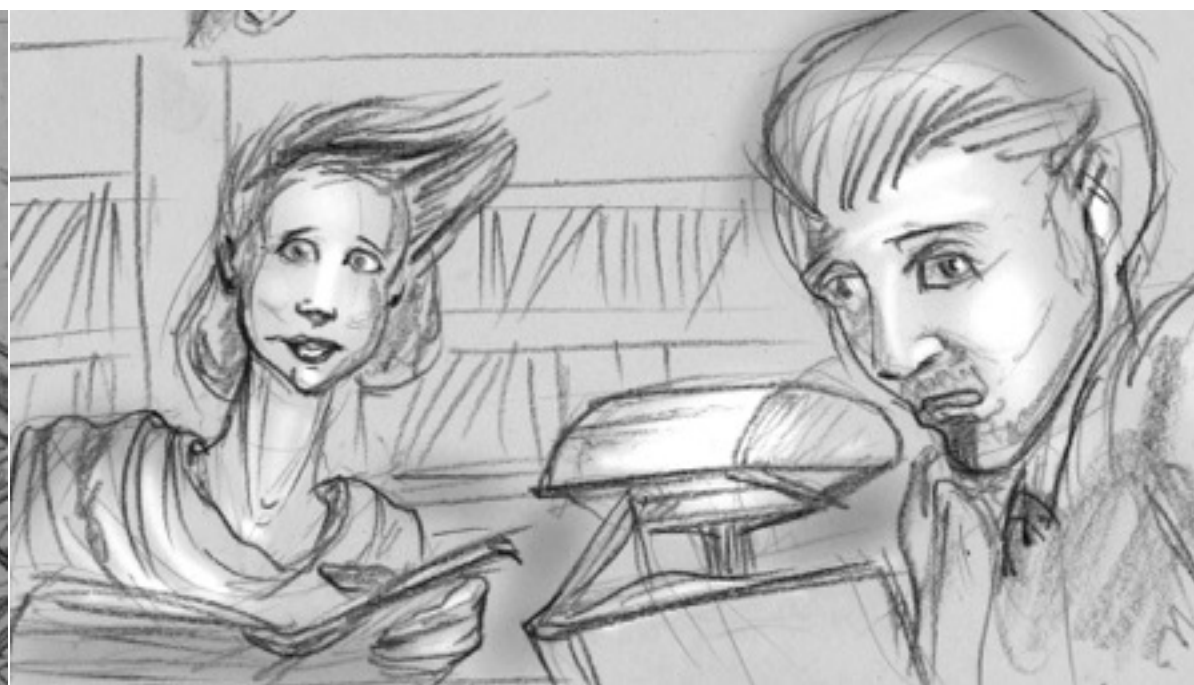
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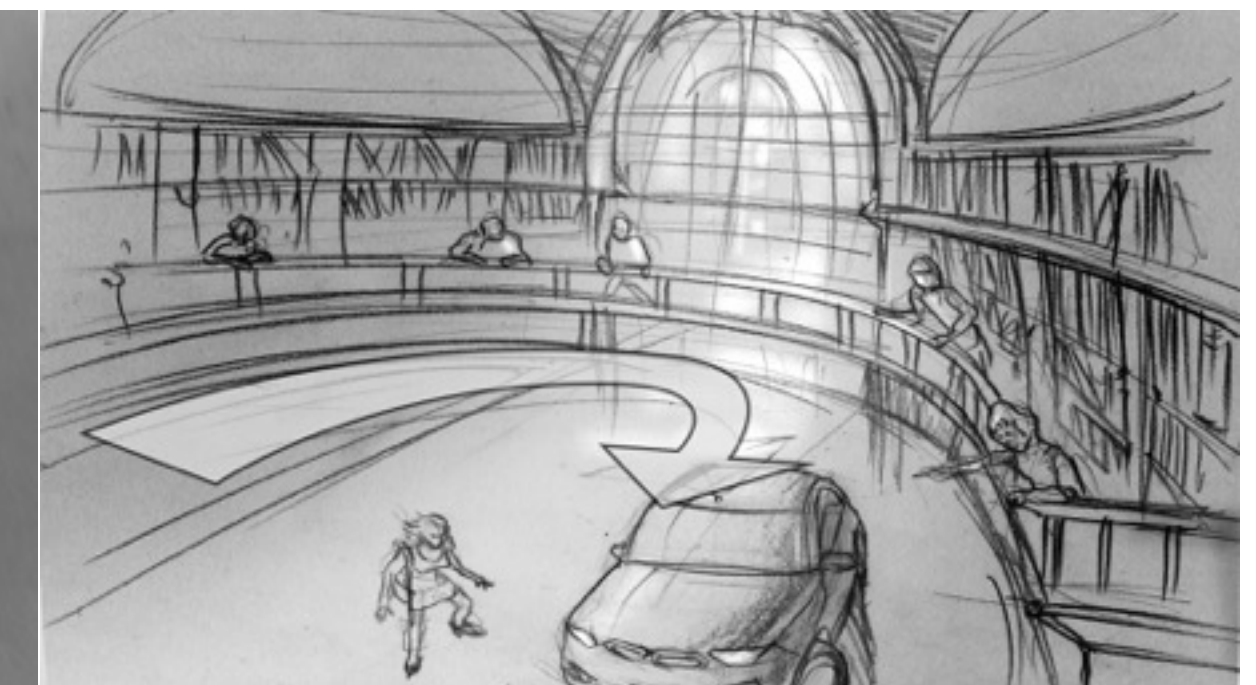
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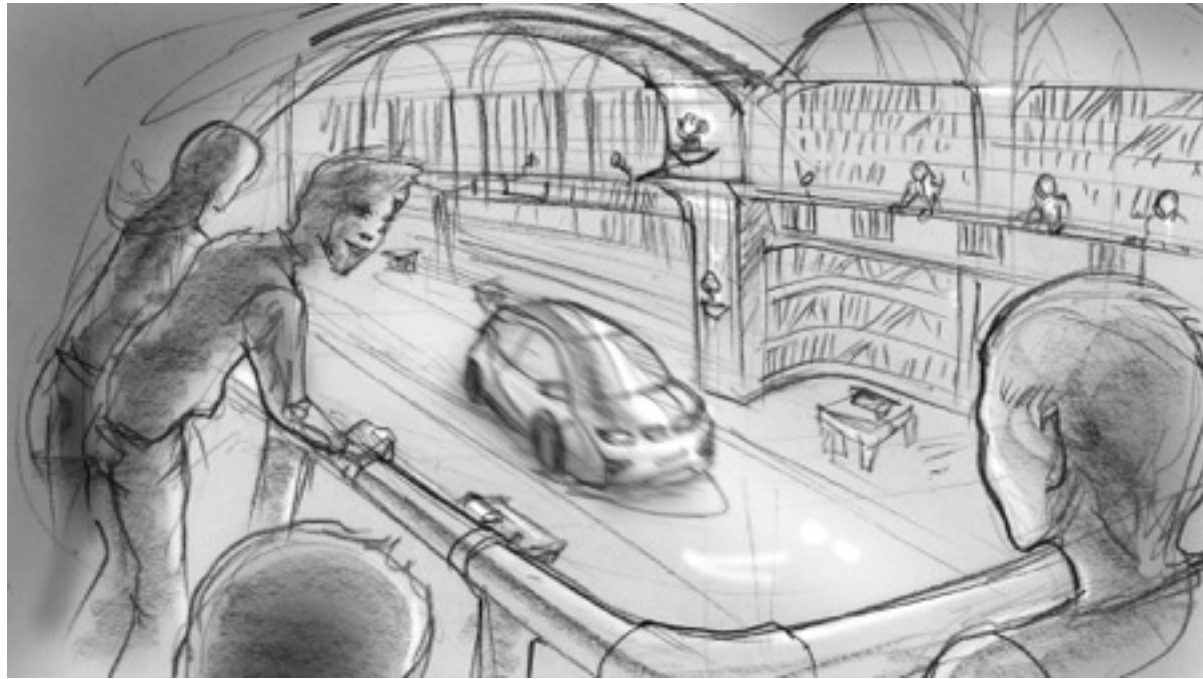


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INITIAL STORYBOARDS

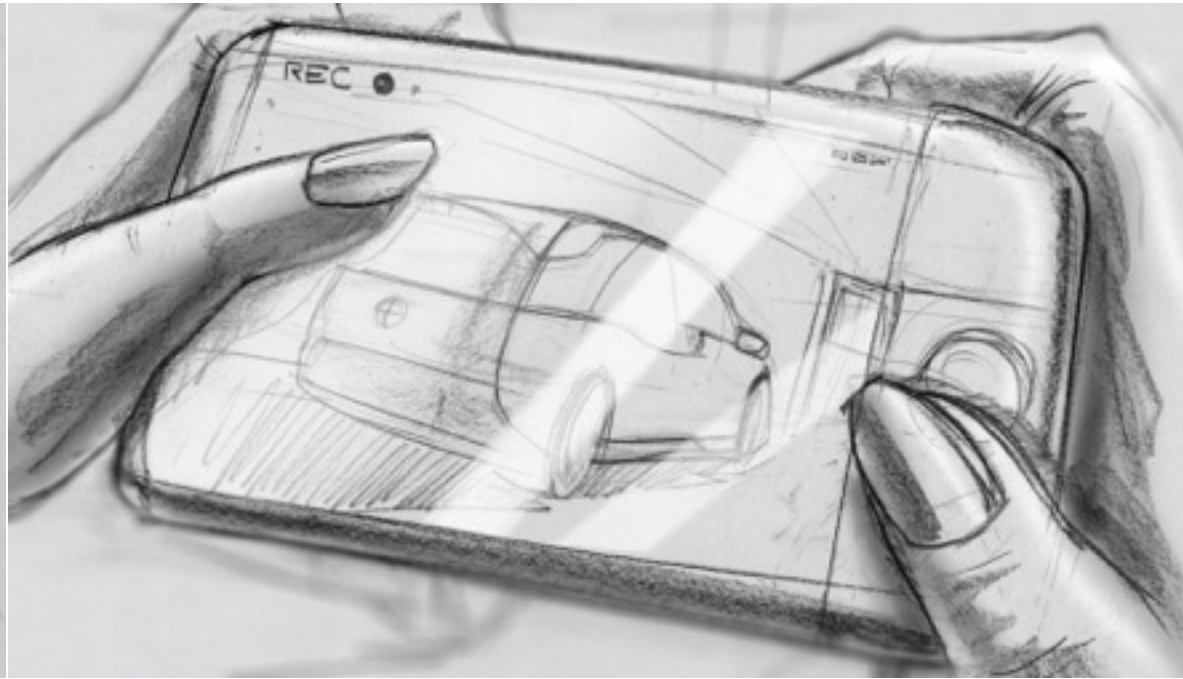
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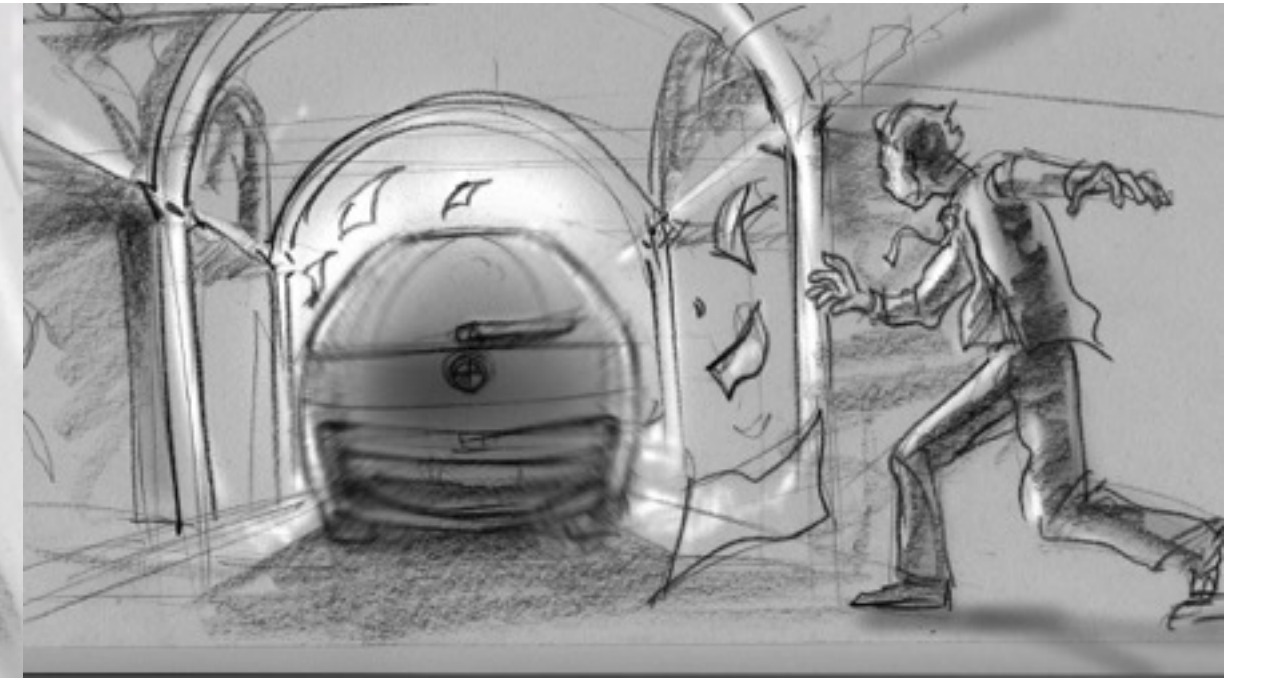
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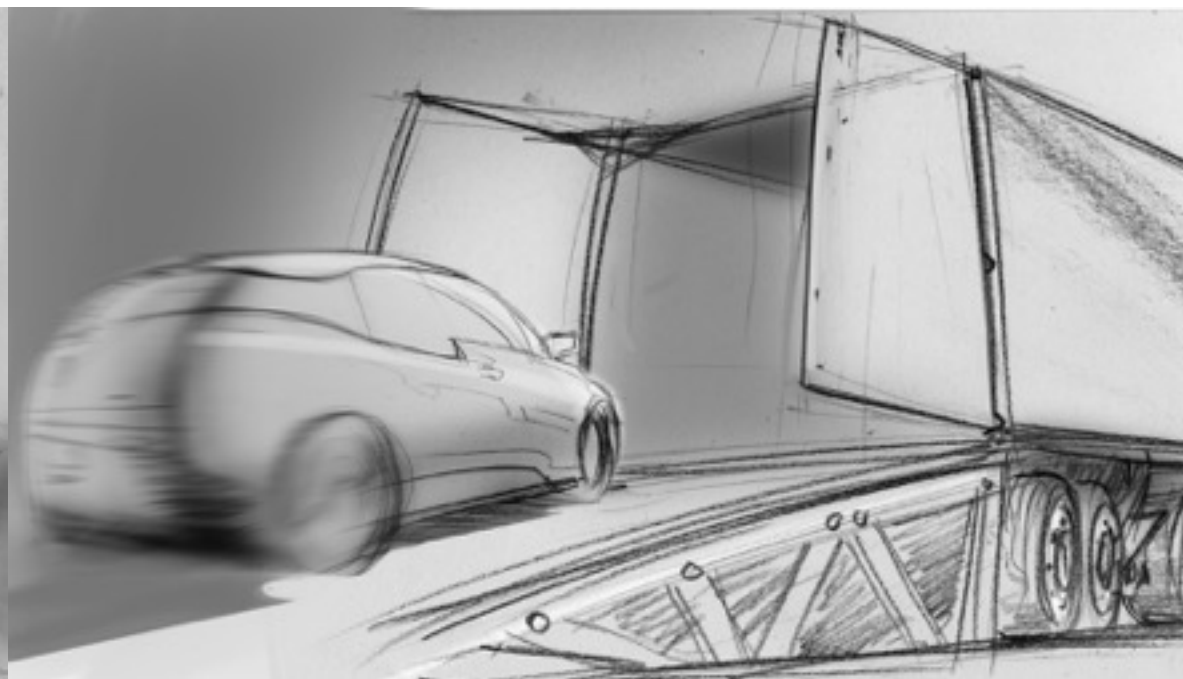
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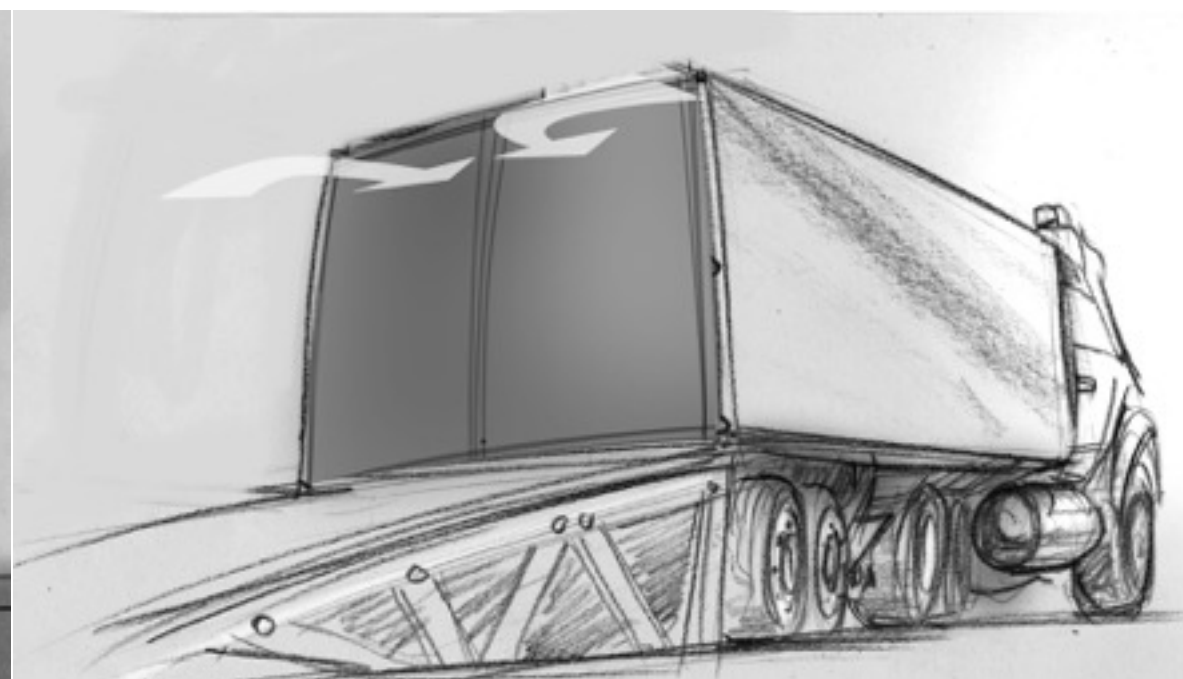
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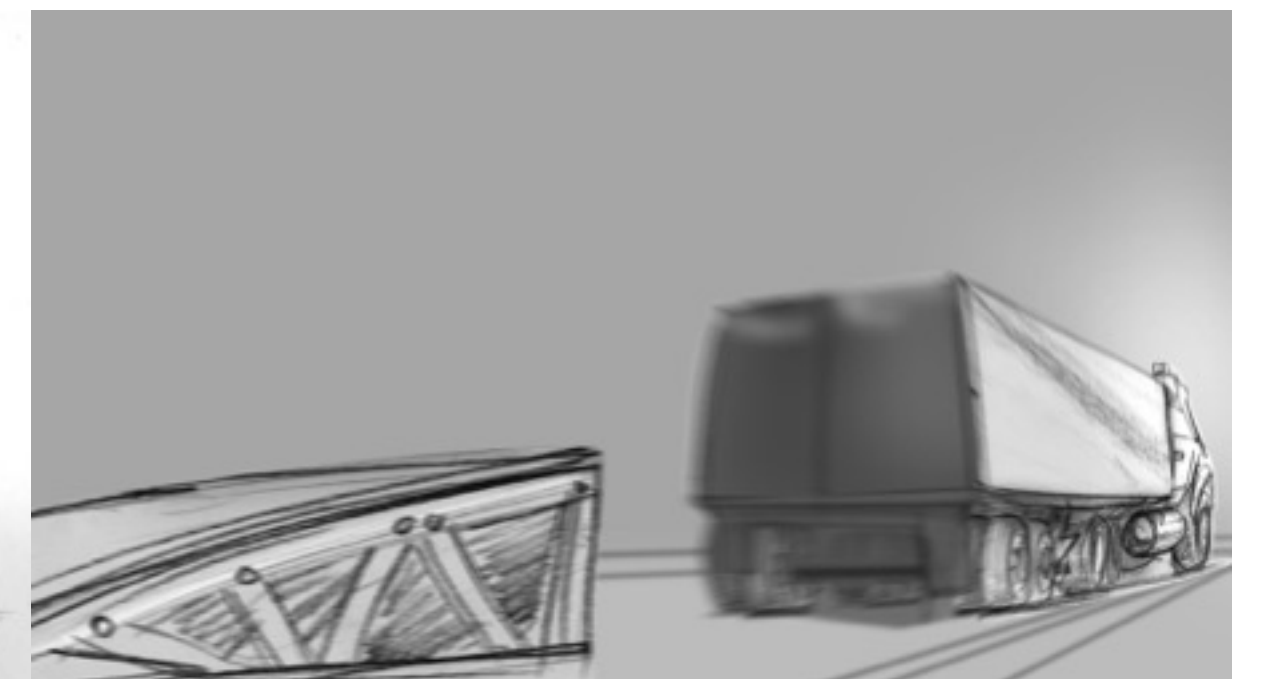
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LOCATION REFERENCES (Budapest)

IDEGENNYEIVU



ERVIN SZABO

LOCATION REFERENCES (Budapest)

BME



ELTE

LINKS TO OUR **PROOF OF CONCEPTS**

We integrated a CGI BMW i3 onto existing footage

Click on the images below



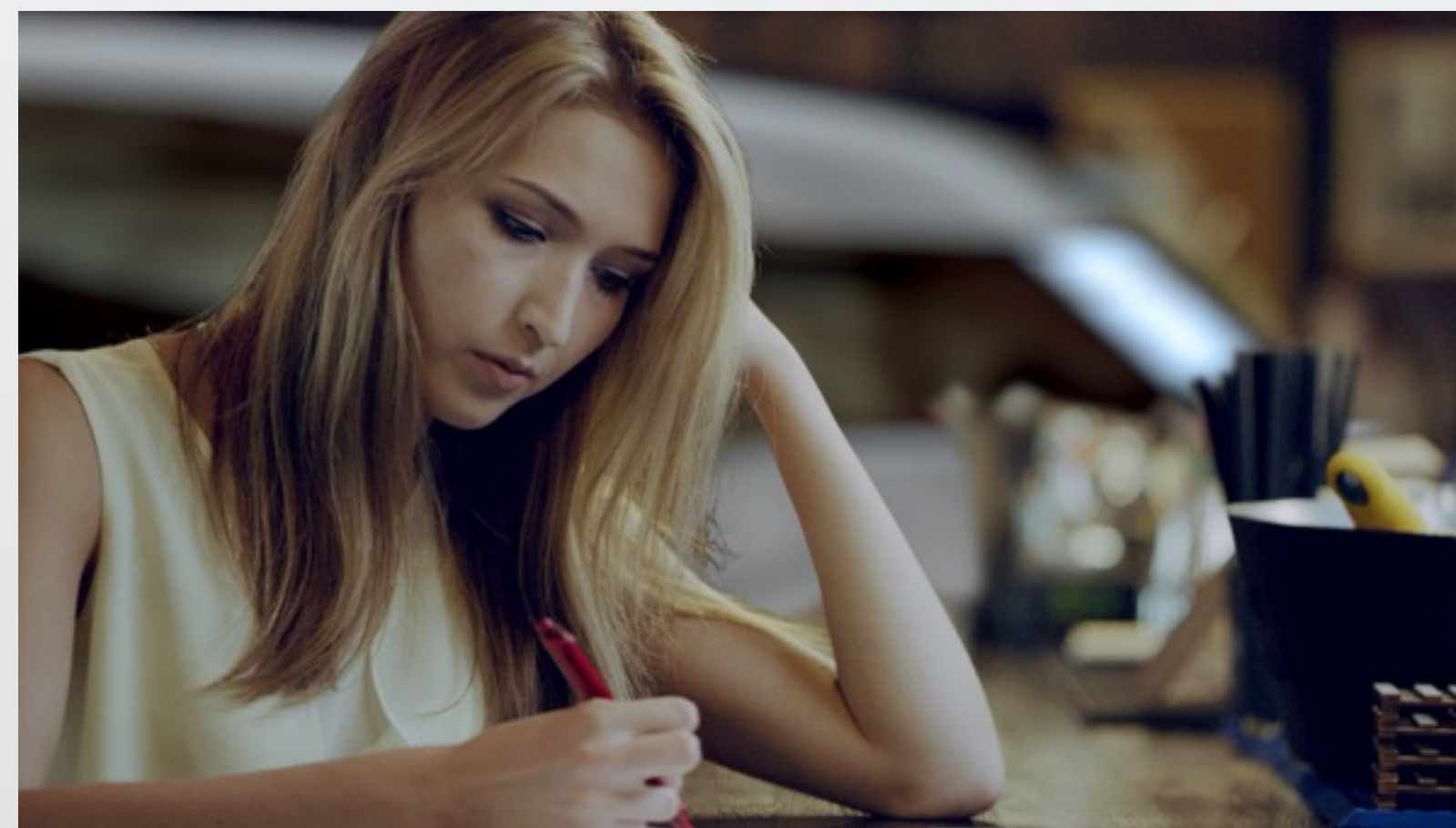
Concept 01



Concept 02



Concept 03

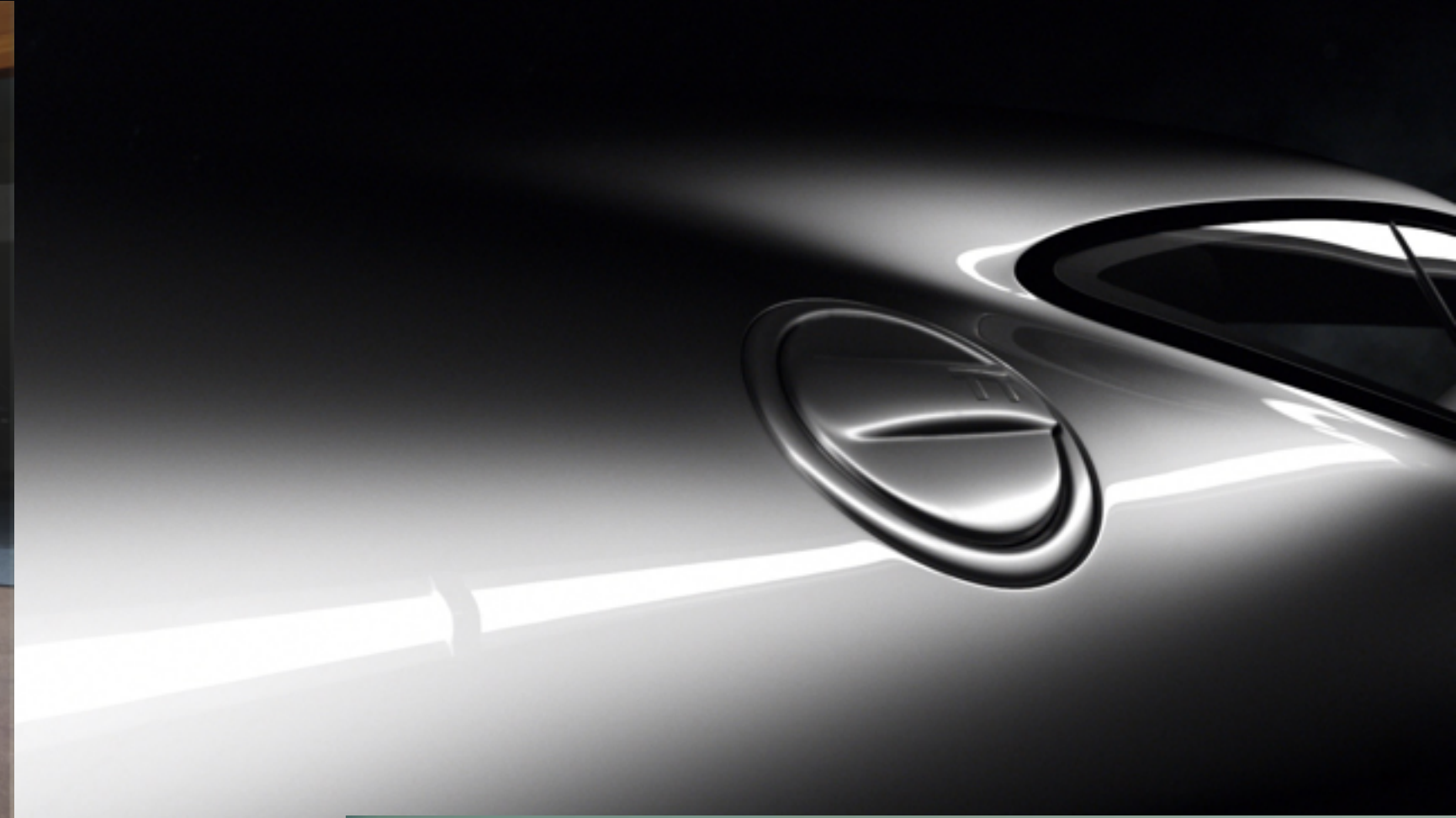


Concept 04



Concept 05

EXAMPLES OF OUR **CAR** WORK



IN CLOSING

In the end we want to leave the viewer with a mix of rapid heartbeat, a sweating brow and realization he/she has just witnessed something amazing. As I mentioned before, we have all the ingredients for a memorable piece, one that will bring an emotional response whether you are a driving fanatic or not. The blend between a great idea and great execution is what makes our jobs so rewarding.

Furthermore, BMW is known for perfectly balanced vehicles that merge the best driving dynamics with the latest in technology, particularly the revolutionary vehicles of its “i” line.

Cundari’s creative has been exceptional for the brand, and we want to be a part of that story. This script is clever and unique; it demands a clever and unique execution. Together we will utilize an amazing toolkit of VFX technologies to allow the BMW i3 to pull off some exceptional stunts in visually unique, and safe, ways.

Between Mothership and Digital Domain, we have a deep pool of knowledge about realistic visual effects, design and filmmaking, and we will bring all to bear on our film.

Looking forward to working together on this.
Peace,

Aladino Debert and the entire Digital Domain/Mothership Family.

